



Mitchell E. Daniels, Jr.
Governor

Judith A. Monroe, M.D.
State Health Commissioner

DATE: October 22, 2009

TO: All Local Health Departments
Attn: Chief Food Inspection Officer

FROM: A. Scott Gilliam, MBA, CP-FS
Manager, Food Protection Program

SUBJECT: Unilever Breyers Ice Cream Recall

SUGGESTED

ACTION: Unclassified Recall; Alert on Wheat in a Limited Number of Tubs of Breyers® Ice Cream; Information provided in case of consumer inquiry.

From the information provided by FDA, the product being recalled was distributed in the neighboring State of Ohio. On a limited number of tubs, the *lid* describes the product as "Breyers® All Natural Cookies & Cream" ice cream, and the tub portion of the *package* describes the product as "Breyers® All Natural Mint Chocolate Chip" ice cream. The product inside of the tub is "All Natural Cookies & Cream." The ingredient statement on the tub does not declare wheat, which is an ingredient of the Cookies & Cream product.

Recall -- Firm Press Release

FDA posts press releases and other notices of recalls and market withdrawals from the firms involved as a service to consumers, the media, and other interested parties. FDA does not endorse either the product or the company.

Unilever Issues Allergy Alert on Wheat in a Limited Number of Tubs of Breyers® Ice Cream

Contact:

Anita Larsen
Unilever Media Relations
201-894-7760

FOR IMMEDIATE RELEASE - October 22, 2009 - Englewood Cliffs, NJ - Unilever United States, Inc., of Englewood Cliffs, NJ, in cooperation with the U.S. Food and Drug Administration (FDA), is voluntarily recalling a limited number of tubs of Breyers® ice cream because it was mispackaged and may contain undeclared wheat. People who have an allergy or severe sensitivity to wheat run the risk of allergic reaction if they consume this product.

On a limited number of tubs, the *lid* describes the product as "Breyers® All Natural Cookies & Cream" ice cream, and the tub portion of the *package* describes the product as "Breyers® All Natural Mint Chocolate Chip" ice cream. The product inside of the tub is "All Natural Cookies & Cream." The ingredient statement on the tub does not declare wheat, which is an ingredient of the Cookies & Cream product.

The mispackaged ice cream product was distributed in Alabama, Arizona, Delaware, Florida, Georgia, Maryland, New Jersey, New York, Ohio, Pennsylvania, Puerto Rico, South Carolina, Tennessee, Trinidad and Virginia through retail stores in these locations and adjoining areas. The affected product is being recalled from consumers and retailer store shelves, back rooms and warehouses.

The affected mispackaged product was distributed in **1.5-quart (1.41L)** paperboard tubs marked with **UPC # 077567254245** located on the side of the tub and *in combination* with "**Best If Used By**" dates of **FEB1711GH**, **FEB1811GH** and **FEB1911GH** located on the bottom of the tub.

The allergy alert and recall relates only to the above mentioned mispackaged Breyers® ice cream. No other Breyers® ice cream products are affected.

No adverse reactions have been reported to date. In addition to working in cooperation with the FDA, the company is also issuing an alert through the Food Allergy & Anaphylaxis Network.

The recall was initiated after the company received a few consumer complaints about the mispackaged product. It was determined that product containing wheat was distributed in packaging that did not reveal the presence of wheat in the ingredient list on the tub.

Consumers who have purchased the mispackaged Breyers® ice cream with **UPC # 077567254245** and *in combination with* "**Best If Used By**" dates of **FEB1711GH**, **FEB1811GH** and **FEB1911GH** are urged to discard it immediately and contact the company at **1-877-270-7402** for a full refund. For consumers outside the United States, please send an email to comments.breyers@unilever.com for a full refund.

###

Photo: Product Labels